



Wisconsin Agricultural Export Advisory Council

International Agribusiness Center | Division of Agricultural Development

WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION (DATCP)

June 18, 2025

WAXC AGENDA

JUNE 18, 2025

- Call Meeting to Order – Keith Heikes
- DATCP and Wisconsin Economic Development Corporation (WEDC) Welcome – Secretary Romanski
Chair Welcome and Roll Call of Council Members – Keith Heikes
- WAXC Council Appointments and Introductions – Secretary Romanski
- Food Export: Your Connection to Growth – Brendan Wilson
- DATCP Trade Mission to Southeast Asia – Secretary Romanski and Jacob Leum
- Export Highlights, 2025 Quarter I – Jacob Leum
- Recent Trade Promotion Highlights and Planned Activities – DATCP International Agribusiness Center (IABC) Staff
- WEDC Trade Ventures – Aaron Zitzelsberger
- Adjourn – Keith Heikes



WAXC COUNCIL APPOINTMENTS AND INTRODUCTIONS

JUNE 18, 2025



Brandon Bickham
The DeLong Co., Inc.



Rep. Brienne Brown
Wisconsin Assembly
District 43



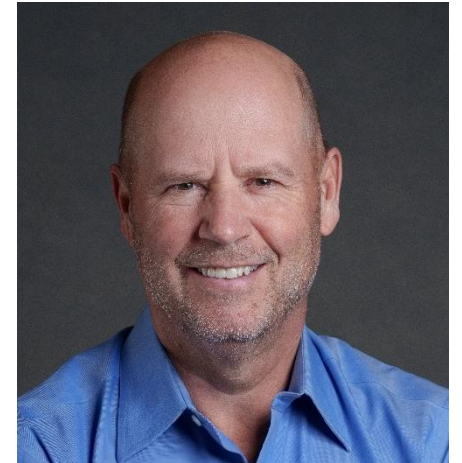
Grant Holley, Ph.D.
Wisconsin Cranberry
Growers Association



Kevin Krentz
Wisconsin Farm
Bureau Federation



Amy Radunz, Ph.D.
Purina Mills



Chad Vincent
Dairy Farmers of Wisconsin





FOOD EXPORT: YOUR CONNECTION TO GROWTH

BRENDAN WILSON, EXECUTIVE DIRECTOR/CEO AT FOOD EXPORT MIDWEST AND NORTHEAST



DATCP TRADE MISSION TO SOUTHEAST ASIA

SECRETARY RANDY ROMANSKI AND JACOB LEUM, INTERNATIONAL ECONOMIC DEVELOPMENT CONSULTANT



DATCP TRADE MISSION TO SOUTHEAST ASIA THAILAND & INDONESIA

[Click to view video on DATCP website](#)



EXPORT HIGHLIGHTS 2025 QUARTER I, YEAR-TO-DATE

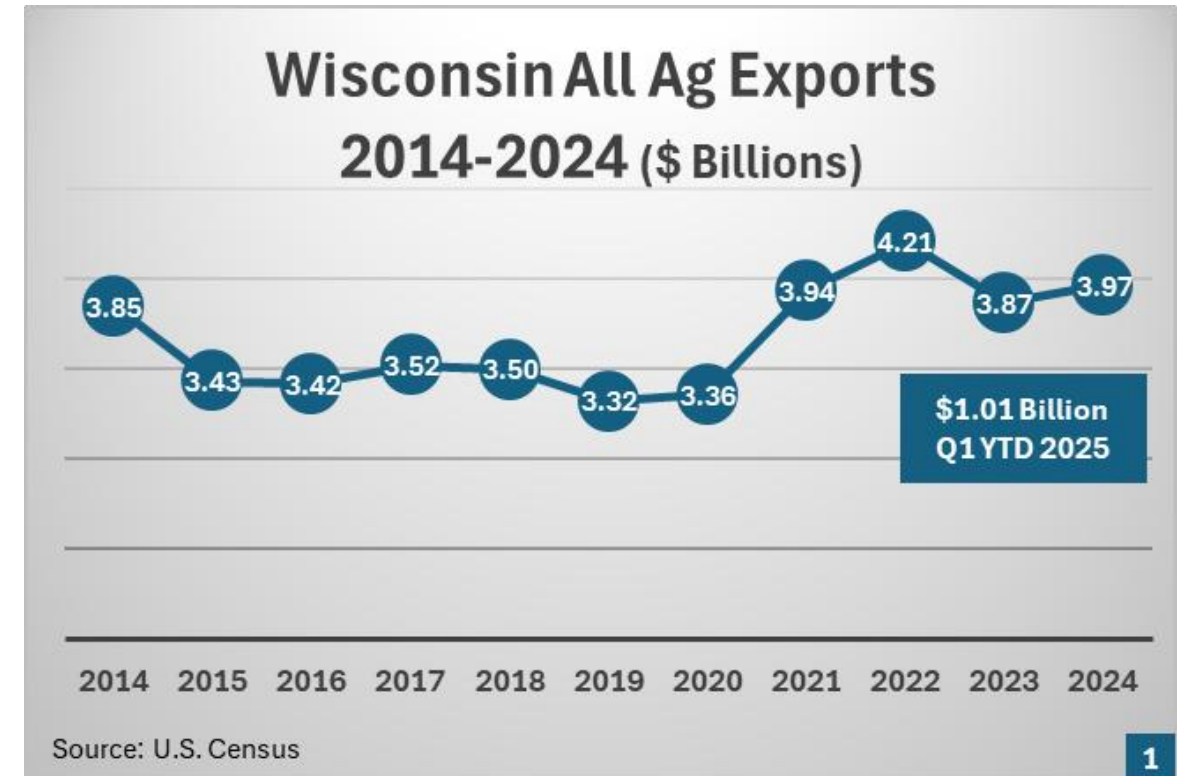
JACOB LEUM, INTERNATIONAL ECONOMIC DEVELOPMENT CONSULTANT



WISCONSIN AGRICULTURAL EXPORTS 2025 QUARTER I

All Wisconsin Food, Forestry, and Agriculture
Exports up 2.16% year-to-date

1. Sauces, Yeasts – up 19%
2. Dairy – up 23%
3. Vegetables, Fruits – up 20%
4. Beverages – up 45%
5. Wood – down 19% (tariff impact from China)
6. Meat sausages – up 30%
7. Meat cuts – up 1%
8. Oilseeds – up 4%
9. Albumins – up 40%
10. Bovine semen – down 7% (non-tariff impact from China)

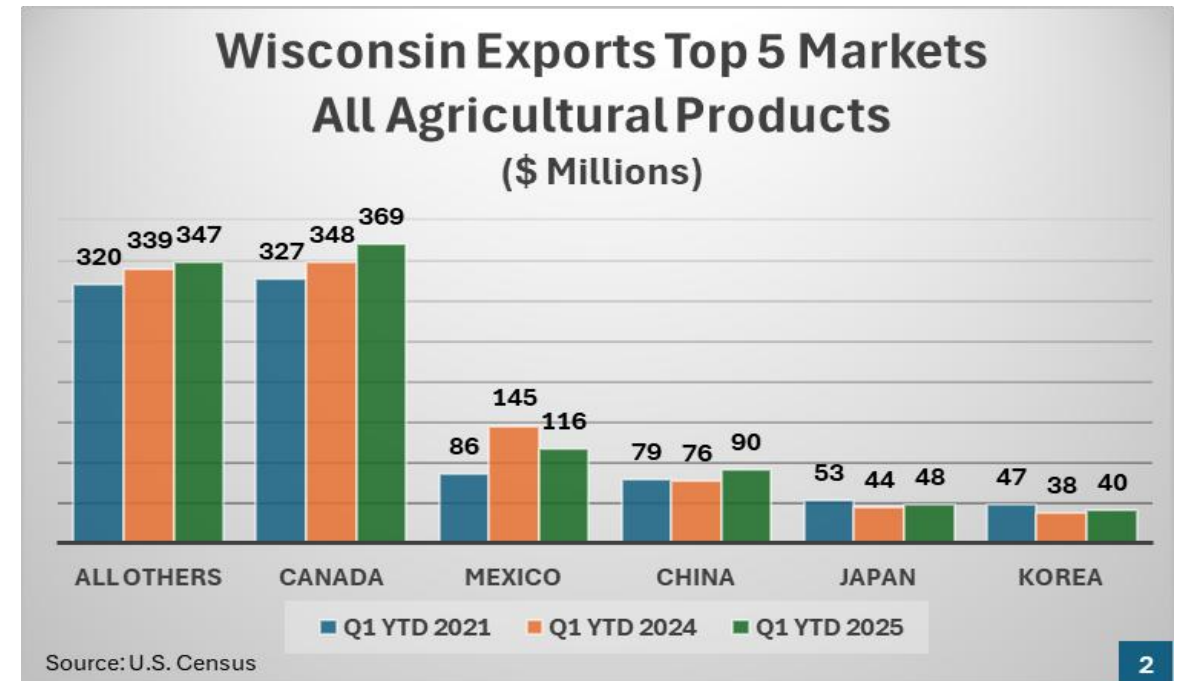


WISCONSIN AGRICULTURAL EXPORTS 2025 QUARTER I – COUNTRIES

Wisconsin ag exports reached \$1.01 billion in Q1 2025 – the second highest first quarter on record

1. Canada – up 6% (ethanol, cereals)
2. Mexico – down 20% (milled products, oil seeds)
3. China – up 18% (dairy, albumins, whey protein)
4. Japan – up 10% (meat cuts, albumins, whey protein)
5. Korea – up 8% (sauces, prepared vegetables, confectionary)
6. Germany – up 11% (flavorings, aromatics, sauces)
7. Netherlands – flat
8. Congo (DRC) – up 405% (corn)
9. United Kingdom – up 3% (bovine semen, wood)
10. Australia – down 17% (animal feed)

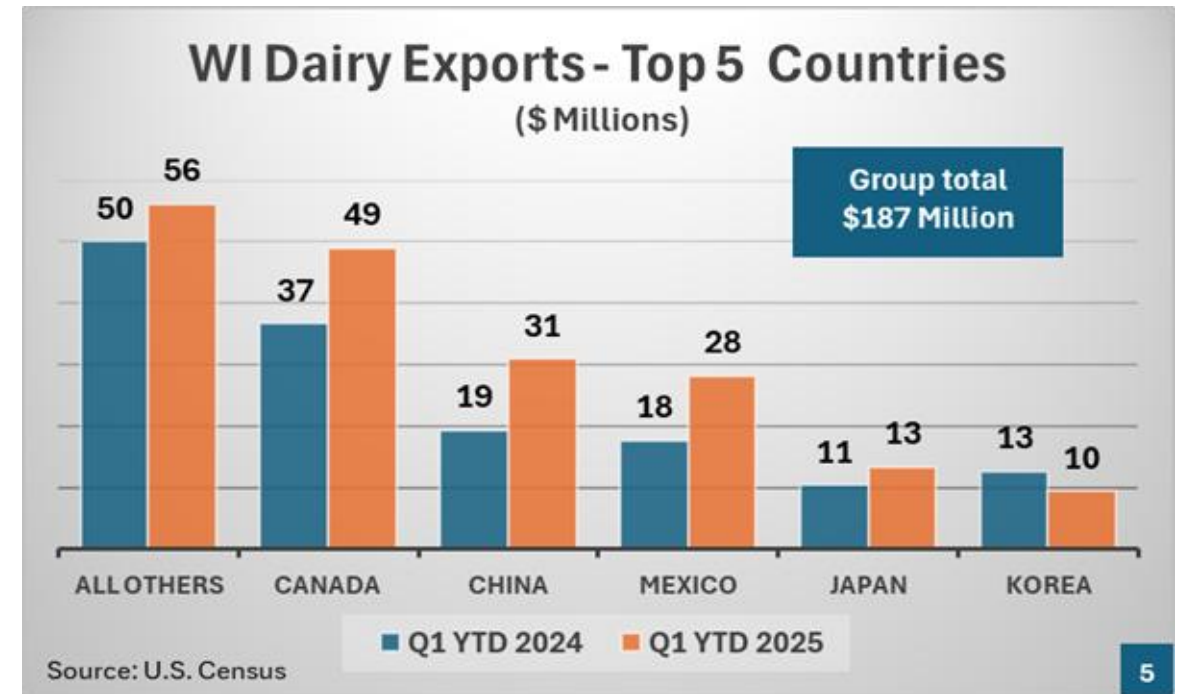
Beyond the top 10: India up 43%, Thailand up 47%, Indonesia down 44%, Sweden up 44%



WISCONSIN AGRICULTURAL EXPORTS 2025 QUARTER I – DAIRY

Top 10 Countries: 82% of total

1. Canada – up 33% (milk albumins, cheese)
2. China – up 60% (whey, milk albumins)
3. Mexico – up 58% (cheese, curd, whey)
4. Japan – up 28% (milk albumins, whey)
5. Korea – down 25% (milk albumins, cheese, curd)
6. India – up 42% (lactose, milk albumins)
7. Thailand – up 324% (whey, milk albumins)
8. Australia – down 3% (cheese, curd)
9. Brazil – down 8% (milk albumins, lactose)
10. Vietnam – up 91% (whey, lactose)



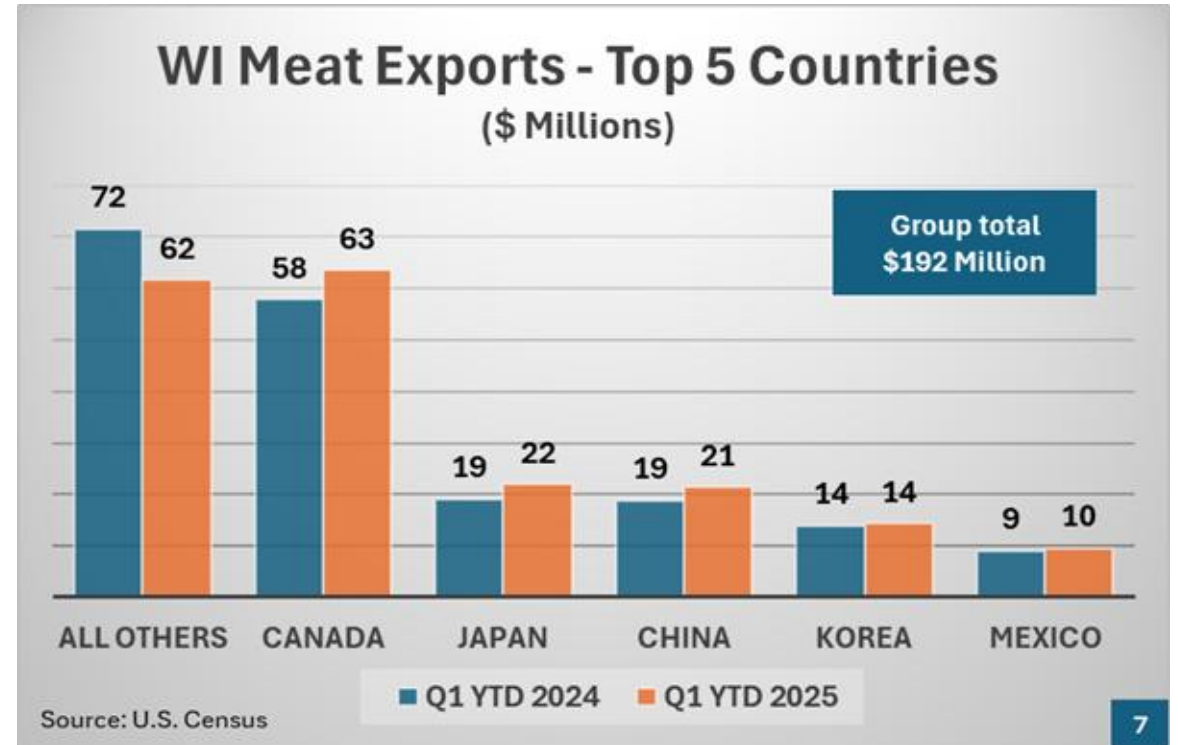
Key Dairy trade promotion activities YTD:
VIV Thailand, Gulfood Dubai, IFE London



WISCONSIN AGRICULTURAL EXPORTS 2025 QUARTER I – MEAT

Top 10 Countries: 83% of total

1. Canada – up 10% (peptones, purebred cattle)
2. Japan – up 15% (fresh/chilled beef)
3. China – up 14% (fresh/chilled beef; bovine genetics stopped)
4. Korea – up 3% (fresh/chilled beef)
5. Mexico – up 5% (bovine genetics, prepared meats)
6. Germany – down 12% (peptones, bovine genetics)
7. United Kingdom – up 24% (bovine semen)
8. Taiwan – down 2% (fresh/chilled beef)
9. Finland – down 24% (mink)
10. United Arab Emirates – up 14% (fresh/chilled beef, bovine semen)



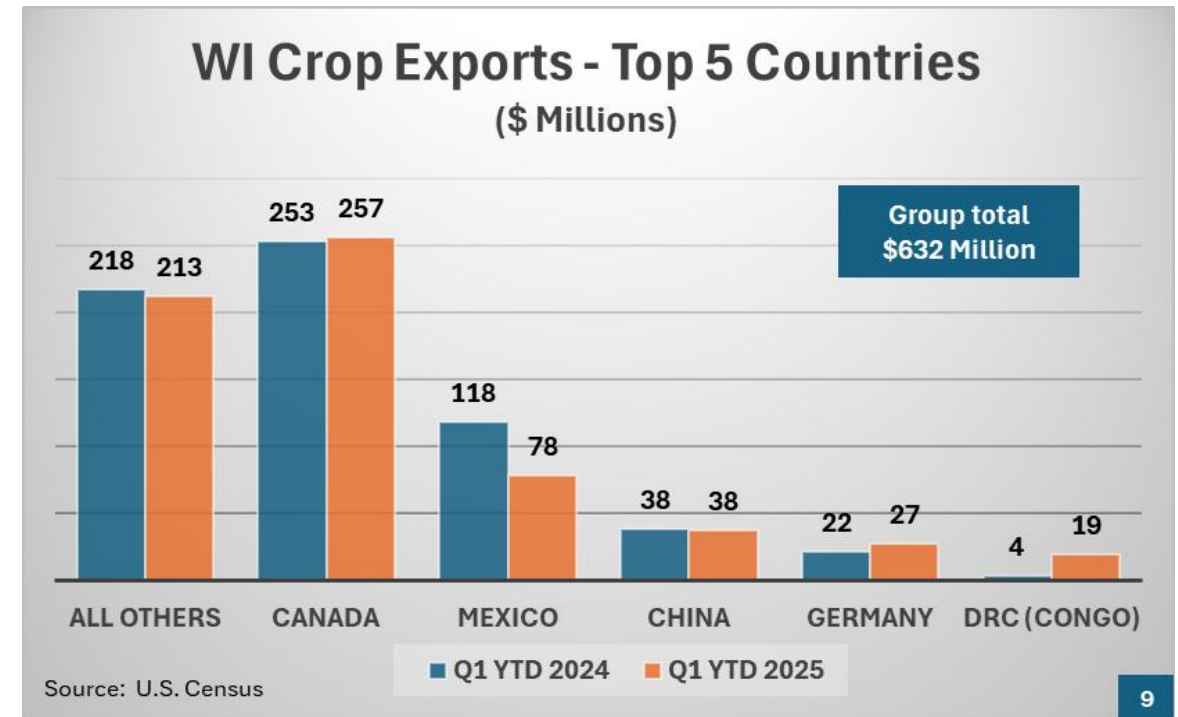
Key meat trade promotion activities YTD:
IDW Australia, VIV Thailand, Hong Kong Fur



WISCONSIN AGRICULTURAL EXPORTS 2025 QUARTER I – CROPS

Top 10 Countries: 77% of total

1. Canada – flat (ethanol, prep vegetables)
2. Mexico – down 33% (soybeans, wheat, corn up)
3. China – flat (wood, ginseng, genetics dropping)
4. Germany – up 24% (flavorings, aromatics, enzymes, sauces)
5. Congo (DRC) – up 404% (corn, \$19M)
6. Korea – up 47% (food preparations)
7. Netherlands – flat (cranberries, sauces)
8. Japan – down 10% (cranberries, juice)
9. Australia – down 20% (cranberries, wood)
10. United Kingdom – down 7% (animal feed, cranberries)



Key crop trade promotion activities YTD:
VIV Thailand, Gulfood Dubai, IFE London



RECENT TRADE PROMOTION HIGHLIGHTS AND PLANNED ACTIVITIES

INTERNATIONAL AGRIBUSINESS CENTER STAFF – JAYNE KRULL, CASSI MILLER, AND JACOB LEUM



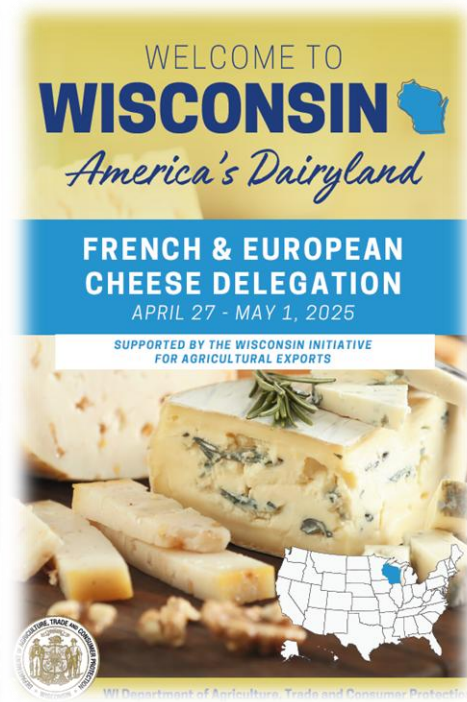
RECENT TRADE PROMOTION HIGHLIGHTS AND PLANNED ACTIVITIES

WIAE RESULTS

- **WIAE FY 2025 Results – Trade Promotion Activities**
 - ▣ 40 trade promotion activities
 - ▣ 169 Wisconsin companies and 27 agribusiness organizations
 - ▣ Immediate sales = \$11,155,050
 - ▣ Anticipated one-year sales = \$17,616,700
 - ▣ Anticipated number of jobs created or retained: 241



RECENT TRADE PROMOTION HIGHLIGHTS AND PLANNED ACTIVITIES



French and EU Cheese Buyers Delegation
Wisconsin
April 27-May 1, 2025



ANUGA Select Brazil
Sao Paulo, Brazil
April 8-10, 2025



RECENT TRADE PROMOTION HIGHLIGHTS FRENCH AND EU CHEESE BUYERS MISSION

- 12 cheesemongers, buyers, and influencers from France, United Kingdom, and the Netherlands
- **Objective:** Raise international awareness of Wisconsin specialty cheese, encourage relationship-building with European buyers, and promote future export opportunities
- **Partners:** Dairy Farmers of Wisconsin, Wisconsin Cheese Makers Association, U.S. Dairy Export Council and New North

“It changed my perception! You are proud, friendly, knowledgeable people!”
- Evert Schonhage, World Champion Fromager from the Netherlands



RECENT TRADE PROMOTION HIGHLIGHTS

ANUGA SELECT BRAZIL

- **Partners:** Associated Milk Producers Inc. (AMPI), Mariani Family, and Ornuva Ingredients North America
- **Highlights:**
 - Strong traction for Wisconsin cranberries in South America
 - Cheddar and pepperjack cheeses were a hit
 - Discussions are continuing with supermarkets and commodity manufacturers in Brazil
 - Sparked interest in potential cheese buyer delegation to Wisconsin from Brazil



TRADE PROMOTION ACTIVITIES: JUNE–DECEMBER 2025

TENTATIVE

- June 21-28 – Tamil Nadu (India) Government Delegation, Wisconsin
- June 23 – Fine Food New Zealand, Auckland, New Zealand
- June 29-July 2 – NASDA Regional Meeting, North Dakota
- July 13-15 – China Dairy Expo, China
- July 13-16 – USDA Trade Mission, Dominican Republic
- July 30-August 1 – USGC Annual Board of Delegates Meeting, Michigan
- August 5-8 – Agroleite, Brazil
- August 11-13 – Food Export Trade Mission, Shanghai & Hangzhou, China
- August 11-14 – DairyRally USA, Wisconsin
- August 14-15 – Food Export Trade Mission, Hong Kong
- August 20-22 – Anuga Select India
- August 27-29 – Abastur, Mexico
- September 5-13 – WEDC Trade Mission, Japan
- September 8-11 – Fine Food Australia, Australia
- September 10-12 – Food & Beverage Americas (ATOTS), Florida
- September 14-18 – NASDA Annual Meeting, Arkansas
- September 16-18 – VIC-TAM LatAm Feed, Brazil
- September 17-18 – US-IDF Fall Seminar & Membership Meeting, Illinois
- September 30-October 3 – World Dairy Expo, Wisconsin
- October 1 – Tri-National Accord (NASDA), Mexico
- October 2 – DATCP Seminar at WDE, Wisconsin
- October 4-8 – ANUGA Cologne, Germany
- October 14-16 – Food Export Meetings Fall, Pennsylvania
- October 19-22 – USGC Global Ethanol Summit, Washington, D.C.
- October 20-23 – IDF World Dairy Summit, Chile
- October 27-31 – Inbound Brazilian Cheese Buyer Delegation, Wisconsin
- November 2-6 – USDA Trade Mission, Mexico
- November 3-7 – Training Zoopole/Senegal, Morocco/Senegal
- November 5-10 – China International Import Expo, China
- November 12-14 – Food & Hospitality China (FHC), China
- November 12-14 – USMEF Fall Planning Meeting, Indiana
- November 18-22 – Vietnam Wood Show, HoChiMinh
- November 27-29 – Cremona International Exhibition, Italy
- December 3-6 – Hands-on training, Senegal
- December 8-11 – USDA Trade Mission, Cote d'Ivoire
- December 10-11 – USDEC CCP AG Meeting, Virginia
- December 12-14 – Taipei International Building Show, Taiwan

For more information visit: [DATCP Home International Agribusiness Center Calendar](#)



International Agribusiness Center Team

TBA

Director
Export and Business
Development Bureau



Shirley Acedo

International Consultant
Foods, Dairy Ingredients, Livestock
and Genetics - Americas,
Europe, Africa
(608) 419-4643
shirley.acedo@wi.gov



Jacob Leum

International Consultant,
Animal Feed, Fertilizers,
Livestock & Genetics, Foods
- Europe, Americas, Middle
East
(608) 514-4538
jacob.leum@wi.gov



Jennifer Lu

International Consultant
Cheese, Animal Feed,
Livestock, Genetics,
Forest Products, Ginseng,
Mink, Asia, Central &
South Asia, Oceania
(608) 347-1852
jennifer.lu@wi.gov



Cassi Miller

International Consultant
Foods, Ingredients Livestock and
Genetics – Canada, Americas,
Inbound Missions, U.S. Trade
Shows, Exporter Development
(608) 259-0208
cassi.miller@wi.gov



Claire Esselman

Food Export of the Midwest
Intern
claire.esselman@wisconsin.gov



Wisconsin Agricultural Export Advisory Council WEDC Update

Aaron Zitzelsberger, Senior Director, Global Trade & Investment



WEDC/DATCP Wisconsin Initiative for Agriculture Exports FY26 Update

► WIAE International Market Access Grants

- Through the IMAG, Wisconsin companies can be reimbursed for specific short-term expenses associated with a targeted export project that will help to grow their presence in their identified international market(s).
- WEDC continues to work closely with DATCP to engage Wisconsin agriculture companies to use these grant dollars for projects focused on accelerating their export strategy.
- **WEDC's next application window opens July 1.**

► Grant Description

- Up to \$30,000 can be awarded and the company must provide 30% match.
- Can be used for export education, trade shows/missions, marketing and promotion, consulting services, and product design for export.

FY26 WEDC Trade Missions



Global Trade Mission: Japan (Tokyo)
September 5-13, 2025

Global Trade Mission: Canada (Montreal & Toronto)
November 9-14, 2025

Global Trade Mission: Mexico (Monterrey & Mexico City)
February 2026 – Dates TBD

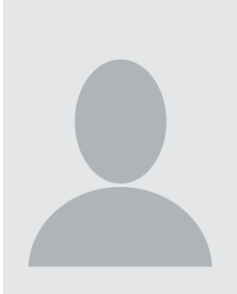
Global Trade Mission: Germany (Berlin & Frankfurt)
June 2026 – Dates TBD

Governor's Export Achievement Awards



- Since 1981, the Governor's Export Achievement Awards have recognized companies that have found incredible success abroad. These companies not only raise Wisconsin's international profile but also pave the way for other companies, establishing best practices and providing tactics for success.
- If your company—or someone else's—excels at exporting, submit a nomination for the next Governor's Export Achievement Awards.
- https://wedc.org/export-from-wisconsin/governors-export-achievement-awards/#_formsection

GLOBAL TRADE & INVESTMENT CONTACTS



TBD

Vice President,
Global Trade and Investment



Aaron Zitzelsberger

Senior Director,
Global Trade & Investment
608.210.6734
aaron.zitzelsberger@wedc.org



Francisco Carrillo

International Business Development
Director
Latin America, Spain, Portugal
608.210.6757
francisco.carrillo@wedc.org



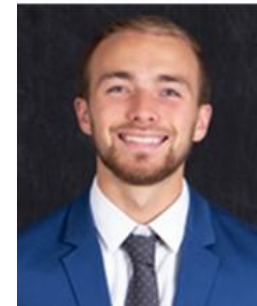
Chad Hoffman

Market Development Director
Canada, Australia, India, Africa, and
Middle East
608.210.6890
chad.hoffman@wedc.org



Fanfu Li

International Business Development
Director
Asia
608.210.6868
fanfu.li@wedc.org



Rome Rauter

Market Development Director
Europe
608.210.6801
rome.rauter@wedc.org



Shelia Postler

Grants Manager,
Global Trade and Investment
608.210.6773
shelia.postler@wedc.org

UPCOMING DATES

WAXC Council Meeting

- September 10, 2025 (Prairie Oaks State Office Building and virtual)

WAXC Webinar

- January 2026



WAXC AGENDA
JUNE 18, 2025

Adjourn



Thank you!



Cassi Miller

International Agribusiness Center, Division of Agricultural Development

Cassi.Miller@wisconsin.gov, (608) 259-0208

WISCONSIN DEPARTMENT OF AGRICULTURE, TRADE AND CONSUMER PROTECTION (DATCP)